

Message Text

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FM SECSTATE WASHDC

TO AMCONSUL SYDNEY

INFO AMCONSUL AUCKLAND

AMCONSUL BRISBANE

AMEMBASSY CANBERRA

AMCONSUL MELBOURNE

AMCONSUL PERTH

AMEMBASSY WELLINGTON

UNCLAS STATE 168658

E.O. 11652: N/A

TAGS: BEXP, BFOL, AS

SUBJECT: PROPOSED FY 1976 USTC SCHEDULE

REF: SYDNEY 1274

A. AFTER REVIEW OF EMBASSY AND POST COMMENTS, WE PROPOSE THE FOLLOWING SCHEDULE FOR FY 1976:

1. JULY 1975, "POLLUTION CONTROL" EXHIBITION AND SEMINAR.
USTC, SYDNEY (12 OTM AND 3 NTM)
2. AUGUST 1975, "MARKETING SEMINAR"#, USTC, SYDNEY
3. SEPTEMBER 1975, "IOGA TRADE MISSION", METALWORKING EQUIPMENT OR AGRICULTURAL EQUIPMENT, MELBOURNE, SYDNEY, AUCKLAND#.
(WHILE THIS IS NOT A SCHEDULED USTC EVENT, BECAUSE ARRANGE-
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MENTS WILL BE MADE BY COMMERCIAL SECTIONS OF POSTS, USTC

FACILITIES MAY BE USED.)

4. OCTOBER 13-17, 1975, " MEDICAL AND LABORATORY EQUIPMENT"
EXHIBITION, USTC/SYDNEY (20 OTM AND 5 NTM)

5. NOVEMBER 1975, "MARKETING SEMINAR"#, USTC, SYDNEY

6. FEBRUARY 1976, "CONSUMER GOODS" (JEEP), USTC),, SYDNEY#

7. MARCH 1976, "AUDIO-VISUAL EQUIPMENT" EXHIBITION AND SEMINAR
(TANDEM) USTC, SYDNEY# AND MELBOURNE (20 OTM AND 5 NTM)

8. APRIL QOUYN "MATERIALS HANDLING EQUIPMENT" USTC, SYDNEY,
(12 OTM) ALTERNATE, "MINING AND DRILLING QUIPMENT"#
OR " BUILDING PROJECTS AND CONSTRUCTION EQUIPMENT"#

9. MAY 1976, "MARINE EQUIPMENT JEEP, USTC, SYDNEY#

10. MAY 31-JUNE 4, 1976, "FOOD PROCESSING, PACKAGING AND
PRINTING EQUIPMENT" U.S. OFF-SITE USTC EXHIBITION AT
PAK-PRINT '76, R.A.S. SHOWGROUNDS, SYDNEY (30 OTM)

11. JUNE 1976, "MARKETING SEMINAR", USTC, SYDNEY#

TENTATIVE

B. COMMENTS:

1. "AVIATION SHOW" PROPOSED FOR FY 1975 IS UNDER CONSIDERATION
FOR SEPTEMBER 1976. SHOW CANNOT BE SPONSORED BY USTC EVERY
YEAR AS OTHER PRODUCTS MUST TAKE PRIORITY. USTC ALSO SHOULD
ATTEMPT TO MINIMIZE OFF-SITE EXHIBITIONS OTHER THAN TANDEM
TO MAXIMIZE UTILIZATION OF USTC AND REDUCE BUDGET REQUIRED.

2. TYPE I FOR AUCKLAND, NEW ZEALAND CANNOT BE SCHEDULED FOR
APRIL 1976, DUE TO BUDGETARY REASONS BUT IS UNDER CONSIDER-
ATION FOR APRIL 1977 IF FAIR PROGRAM EXPANDS.

3. PLEASE COMMENT ON SUITABILITY OF USTC FOR SMALL EXHIBITION
OF TWELVE OR SO U.S. MANUFACTURERS OF MATERIALS HANDLING
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EQUIPMENT OR MINING AND DRILLING EQUIPMENT USING ACTUAL
MACHINERY, MODELS, MOCK-UPS, FILM AND SLIDE PRESENTATIONS
AND SEMINARS AS WELL AS TECHNICAL SESSIONS. IF UNSUITABLE,
PLEASE PROPOSE ALTERNATE EXHIBITION FOR APRIL 1976.

4. WOULD WELCOME INNOVATIVE SERIES OF MARKETING SEMINARS.
WOULD APPRECIATE RECEIVING YOUR CONCEPT FOR SUCH EVENTS AND
ESTIMATE OF SUPPORT REQUIRED BY OIM BEFORE FIRM SCHEDULING

5. TO MAXIMIZE UTILIZATION OF USTC, CAN MARCH EXHIBITION
BE HELD IN USTC SYDNEY AS WELL AS MELBOURNE?

6. JEEPS ARE TENTATIVE UNTIL APPROVED BY THE OFFICE OF
INTERNATIONAL MARKETING AND PROCUREMENT ARRANGEMENTS ARE
MADE WITH THE OFFICE OF FIELD OPERATIONS.

C. SPECIAL EVENTS

SPECIAL EVENTS, CATALOG SHOWS, SEMINARS AND BSPS SHOULD BE
SCHEDULED TO MAXIMIZE UTILIZATION OF USTC.

D. ACTION

PLEASE REVIEW ABOVE AND CABLE YOUR COMMENTS AND RECOMMENDATIONS
FOR FY 1976. SCHEDULE.

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